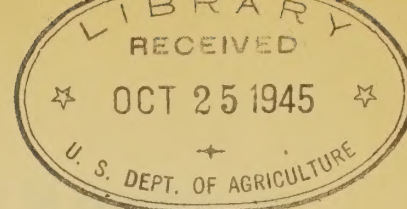


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AAA INFORMATION CALENDAR—JANUARY, 1940



Wheat:

All Regions-- As previously announced, December 31 is the final date for applications on wheat loans. Information will be available in counties and states immediately after this date for press and radio material on the amount of loans taken out.

Western Region-- The machinery is set for making 1940 wheat parity payments, some of which may be made in January.

The sign-up in spring wheat states will get under way, and farmers will fill in the "intentions to participate forms."

Winter wheat compliance work will be completed.

Southern Region-- Wheat compliance work will be completed.

North Central Region -- The spring wheat sign-up will be made when the farm plan is signed.

Corn:

All corn allotments will be out to farmers in January.

The making of corn loans will start the latter part of December and will be in full swing during January.

Cotton:

Cotton loans will be made to farmers during the month.

All cotton allotments are now out to farmers.

Tobacco:

Burley, flue-cured, and dark tobacco allotments will be completed and out to farmers during the month. (See section on "Speeches, Meetings and Miscellaneous" for information on other allotments.) Burley and dark tobacco markets will be in full swing during January.

Crop Insurance:

The sign-up in the spring wheat belt will be at its height, and special informational material will be issued from the Washington office. (See Tips on Coming Events and Developments in AAA.) Following the national crop insurance conference held in Washington in December, preparations are going forward on the 1941 crop insurance plan, and on the informational material to be used in connection with the 1941 plan.

Compliance:

East Central Region -- No compliance work will be under way.

Northeast Region -- As of December 12, there had arrived in Washington 30 percent of the 1939 applications for payment.

North Central Region -- No compliance work will be in progress.

Compliance:
(continued)

Southern Region -- Wheat compliance work will be completed in January.

The following closing dates are important in the Southern Region during the month:

January 1, 1940 -- Closing date on applications for payment under the 1938 Agricultural Conservation Program for entire Region.

December 31, 1939 -- Closing date on applications for cotton price adjustment payments in Georgia.

January 1, 1940 -- Closing date for price adjustment payment applications in Arkansas, Florida, and Oklahoma.

January 31, 1940 -- Closing date for price adjustment payment applications in Alabama, Louisiana, Mississippi, South Carolina, Texas.

Western Region -- 1939 payments will reach the peak for the region as a whole, and clean-up work will be under way in some states.

States will be winding up the work of notifying farmers of allotments on such crops as wheat, potatoes, vegetables, etc.

Soil-Building
practices.

East Central Region -- This will be a slack season for practices, but considerable lime will probably be applied during the month.

Forest tree improvement practices may also be carried out.

Northeast Region -- Woodland management practices can be carried on during the month, including those in the hurricane clean-up area.

Deliveries of lime under the grant-of-aid program will be made in some areas.

North Central Region -- Lime may be applied and some mechanical practices carried out, depending on the weather.

Southern Region -- Practices which may be carried out in certain areas include terracing, tree planting, contour listing, contour ridging, constructions of tanks and reservoirs, planting some lespedeza in the lower South, application of lime and phosphate.

Soil-Building
practices:
(continued)

Western Region -- A few practices, such as those for water development, may be carried out in Arizona, California, and New Mexico during the month.

Supplemental range practices to be required with deferred grazing may be subjects for informational material. WR-Memo No. 135, RANGE CONSERVATION, has useful information for this. (This memo was recently mailed to the states.)

Meetings,
Speeches and
Miscellaneous:

East Central Region -- County and community meetings will be held in every state during the month at which the 1940 Farm Program will be discussed with farmers and local committeemen. In connection with these, district meetings will be held to train county agents and AAA committeemen who will lead the local meetings. The State AAA offices will have information about the meetings.

1940 State Bulletins may be out about the first of the month, and the East Central AAA Notebook may also be issued during January.

The first issue of "Flashes for Committeemen," will be out the first of the month. This will be a monthly publication giving to committeemen timely information about the AAA Program.

Administrator E. M. Evans will speak at a meeting of the Kentucky Farm Bureau in Louisville, January 11.

Northeast Region: Administrator Evans is scheduled to speak twice in the region during January, before the Vermont Dairymen's Association at Burlington, January 18, and at a state-wide meeting in Trenton, N. J., January 26.

The Northeast AAA Notebook has been cleared for printing, and is expected to be ready for distribution soon.

Mimeographed copies of state handbooks will be out for use in training meetings. Printed copies for general distribution are expected soon.

The 1940 sign-up will be in progress. Committeemen will make a special effort to obtain a good sign-up in the tobacco and potato areas to keep plantings in line with prospective demand. State AAA offices will have information on this subject for press and radio material.

Meetings,
Speeches and
Miscellaneous:
(continued)

As a result of the New York conference, definitely planned educational programs are being formed by the states and counties. Some of these programs will be under way in January. Information about the educational programs may be obtained from State AAA offices.

North Central Region -- Secretary Wallace will give an address before Iowa Master Farmers in Des Moines, January 6.

Community meetings at which the 1940 program will be discussed with farmers will be held during the month, at which farmers will have the opportunity to sign the farm plan.

A series of state meetings are expected to be held in January, at which yields and rates for the 1941 crop insurance program will be considered. Those to attend include representatives of the North Central Region and the Crop Insurance Corporation in Washington, state committeemen, and farmer-fieldmen.

Southern Region -- Extension agronomists from Southern States will meet with AAA officials in Washington, January 4, 5, and 6, to discuss the need for supplying soil-building materials to farmers in 1940.

Administrator Evans is scheduled to speak before the Texas Agricultural Workers' Association in Dallas, January 13.

County and community committeemen now being elected will be instructed in their duties and responsibilities at local meetings.

Western Region -- A regional conference will be held at Salt Lake City, Utah, January 3-6, with the state committeemen, executive office assistants, statisticians, and crop insurance assistants in attendance.

To be discussed: The 1940 Agricultural Conservation and Range conservation Programs, price adjustment procedure, crop insurance loss procedure, the rough outlines of the 1941 Agricultural Conservation and Range Conservation Programs, and 1941 crop insurance yield and rate procedure.

District, county and community meetings, at which the 1940 program will be discussed, will be held throughout the Region. Farmer-businessmen meetings will be at a peak during January.

Meetings,
Speeches and
Miscellaneous:
(continued)

Dates of state extension conferences not already held in the region are:

Arizona -- January, 8-13; California -- January 3-5;
Idaho -- to be held in May; Montana -- January 17-23;
Nevada and New Mexico -- week of January 24;
Utah, Washington and Wyoming -- January 9-13.

State handbooks -- duplicated copies will be mailed to states late in December; printed copies will be distributed in January.

Range leaflet -- "Western Grass," an illustrated 16-page leaflet dealing with the western range and the Range Conservation Program is expected to be off the press in January.

Range film strip -- "Frontiers of Grass," which sketches the story of the range, range problems and the provisions of the range program, will be sent to the states in December. States may order copies as needed.

Tips on Coming Events
and Developments in AAA

Soil Conservation to Be Stressed

Soil conservation will predominate in the activities of the AAA during the coming months. The 1940 AAA Program places more emphasis on conservation than in previous years. There is ample opportunity to stress conservation in AAA information materials, both that which originates in Washington and the states. State offices should have information for localized releases on the conservation program as it applies to the states.

An extensive radio series titled, "TODAY'S SOIL FOR TODAY AND TOMORROW", (explained more fully elsewhere in this section) has been planned for the Farm and Home Hour to emphasize the importance of conservation practices encouraged by the AAA. A series of weekly news releases is also being planned. These will point out important conservation problems and how the AAA helps farmers to meet these problems.

Ever Normal Granary: - There has been considerable misunderstanding about new damage to wheat in the Ever Normal Granary. As re-inspection reports come into the state offices, there will be opportunity for press and radio releases showing the condition of wheat stored in farm bins.

2. Crop Insurance Weeklies--The crop insurance information section is preparing a series of weekly news releases on the sign-up in spring wheat states. Several cartoon newspaper mats on crop insurance will also be distributed.

3. AAA Payments--What farm families do with AAA payments was brought out in a survey in Woodruff County, Arkansas, reported in ARKANSAS AAA NEWS house organ issued by the Arkansas State Office:

farm

All or part of the earnings of 225 families went for permanent improvements on the farm, to purchase livestock and equipment, to meet back debts and other obligations, and for education. The results of the survey were based on answers made by the 225 families. Ten percent or more of the families used their earnings under the program for the following: To build new houses--9.3 percent, to remodel houses--28.8 percent, to paint houses--10.6 percent, to screen houses--32.8 percent, for yard improvement--12.8 percent. Other purchases included mattresses purchased by 17.7 percent of the families, rugs--13.3 percent, curtains--19.5 percent, motors--17.7 percent, radios--24.8 percent, fencing materials--20 percent, tractors--11.1 percent, milk cows--22.6 percent, hogs purchased--19.5 percent, baby chicks--17.7 percent. Payment on old debts were made by 45.3 percent, taxes were paid by 26.6 percent, and miscellaneous expenditures were listed by 14.2 percent of the families.

Fewer than 10 percent of the families listed such purchases as new furniture, kitchen sinks, refrigerators, electric irons, washing machines, automobiles, farm trucks, farm machinery, new barns, corn cribs, seed houses, poultry houses, work stock, purebred beef cattle, grade cattle, farm land, and tuition to schools and colleges.

This information makes excellent feature material, and it suggests that similar surveys might be carried on in other counties to show how farm families use AAA payments.

4. AAA Radio Series--The radio series, "TODAY'S SOIL FOR TODAY AND TOMORROW," mentioned at the beginning of this section, will point how farmers have used and are using AAA soil-building practices to meet conservation needs. The series will consist of 15 broadcasts over the Farm and Home Hour, to begin January 16, 1940, and to continue until April 16. The first broadcast is expected to be given by Administrator Evans, who will speak on the AAA program, summarize practices, explain the importance of county committees and briefly outline the series. The final broadcast is expected to be given by Secretary Wallace, on "Conservation--Today and Tomorrow." In the other 13 programs, County AAA committeemen will broadcast. The committeemen chosen for each program from a section of the country where a practice is effectively used, will tell how the practice meets the needs of the farmers in their counties. The broadcasts will originate from Washington, Chicago, Portland, Ore., New York, and Denver, depending on the location of the participating committeemen. As soon as the schedule is completed, a letter giving full details of the series will be mailed to all states. It is suggested that local releases be written calling the public's attention to the series.

5. Feature Stories--The year-end summary feature which was outlined in the December Calendar, on the results of the 1939 AAA Program in the states, might be followed by short feature stories showing how individual farmers used soil-building practices. These would be actual experience stories obtained from the counties, and could deal with the practices most important in each state. If a field trip is not possible for those handling AAA information, the County AAA Committee might be able to supply the necessary information.

The stories might be set up from this short outline:

- a. The farmers' problem or problems--(need for lime, winter cover crops, deferred grazing or other practice.)
- b. How the farmer was able to meet his problem through AAA participation. (Conservation measures in the Program.)
- c. Results of the practice from the farmer's standpoint-- (more feed available, improvement to land, erosion control, etc.)

6. AAA Materials--Materials answering questions asked at recent state meetings in the North Central Region are being prepared and will be sent to the state offices shortly. These questions fell under the general headings of conservation, financing the AAA farm program, scarcity, and foreign trade. Among the questions raised on the 1940 program at the recent Northeast regional meeting in New York was one concerned with the details of the potato program. Materials answering this question are being prepared and will be forwarded to the states soon.

Suggestions for Mats and Pictures

1. Pictures of farmers studying the 1940 program may be taken in every state, since local meetings are being held in all regions. These could point out that farmers are discussing means of putting more conservation into practice.
2. Pictures of farmers actually using conservation practices, where available, to illustrate short experience features outlined above.
3. Pictures showing good wheat and corn storage to illustrate releases on the Ever-Normal Granary after re-inspection.

